Workday Drives Strong EMEA Momentum With More Than 2,500 Customers and Increasing AI Adoption

Accelerated AI Innovation and Investment Help Organisations Transform How Work Gets Done

BARCELONA, November 19, 2026 — Workday, Inc. (NASDAQ: WDAY), the trusted agentic platform for HR, finance, and IT, today announced strong momentum across EMEA, surpassing 2,500 customers headquartered in the region. The milestone comes as Workday accelerates regional AI innovation and adoption, expands its footprint, and invests in the talent and skills needed to support the next era of work.

Workday supports a diverse group of customers, from scaling organisations to more than 40% of the FTSE100, and new customers this year including Smiths Group, SEB, and ACHM Hotels by Marriott. This growth reflects a broader shift across the region, as organisations look beyond AI experimentation to technology that can deliver meaningful results across HR, finance, and IT – while maintaining the trust, security, and control their businesses require.

“Our momentum comes down to AI innovation that customers can trust,” said Angelique De Vries-Schipperijn, president, EMEA, Workday. “Workday combines the speed and intelligence of AI with trusted business processes and clear guardrails, so businesses can move forward with confidence.”

EMEA Customers Are Harnessing the Power of Agentic AI

Across EMEA, organisations are putting AI agents to work to free employees from mundane tasks, improve productivity, and get work done efficiently and accurately. More than 6,000 organisations worldwide are now using Workday agents. In EMEA:

- **HelloFresh** uses Self-Service Agent to give employees answers to common questions on pay, time and absence, reducing the number of cases handled manually by HR teams. Organisations using the agent see 20% higher employee and manager productivity, 25% fewer HR cases, and up to 80% of employee queries automated.
- **Mondelēz International** uses Sana, the new Workday Home, to route employee and manager requests to agents across HR, finance, and IT. The organisation expects to cut managers' time on administrative tasks by more than 40%.

"Sana is the kind of AI we're really excited about – not only transforming the way we work in HR, but also bringing a completely new experience to employees," said Volker Schrank, Vice President, HR Technology, Mondelēz International. "Instead of getting stuck in pilot mode, we are moving fast with Sana and letting real adoption drive our AI roadmap and strategy."

Driving Global AI Innovation from EMEA

As customers accelerate AI adoption, Workday is investing in the innovation needed to support their evolving needs. And EMEA is playing a central role in shaping what comes next. Workday is advancing products and partnerships designed to address the specific needs of organisations across the region. Workday Global Payroll, Workday GO for Finance, and advancements to EU Sovereign Cloud, in partnership with AWS, are among the latest innovations co-developed by Workday's EMEA teams.

Workday builds its products with European regulations and local customer needs in mind. More than 80% of its 2,200 employees at its EMEA headquarters in Dublin work on global R&D. In February 2027, the company will open its new Dublin campus, home to the €175 million Workday AI Centre of Excellence. The Centre will include dedicated labs for advanced AI research and accessible design.

Expanding Across EMEA to Support Growing Customer Demand

Workday’s commitment to supporting EMEA customers is reflected across growth and investment within the region.Workday’s new Dubai office marks the 22nd office in the region and Workday’s latest geographical expansion into the United Arab Emirates. Meanwhile, Workday continues to invest in existing growth regions, including a €200 million investment in France to support AI adoption, partner ecosystem growth, and digital upskilling.

Building AI Skills for the EMEA Workforce

As AI changes how work gets done, realising its full potential will require more than technology alone. Organisations also need people with the skills and confidence to work in new ways. Workday solutions including Work Intelligence and Skills Cloud provide visibility into the skills an organisation has and those it will need as AI changes the work.

But identifying skills is only part of the answer. New Workday research found that while three-quarters of European workers know which skills they need to succeed, fewer than two-thirds say their employer is helping them build them.

To help close that gap, Workday is investing in skills programmes across EMEA to help prepare employees for the work ahead, including:

- Workday Basics academic partnerships in Belgium, Germany, Ireland, and the Netherlands
- A French digital engineering curriculum developed with France Travail and Liora by OMNES Education to train 1,000 AI, HR, and finance experts
- An AI-for-HR executive programme with Centro de Estudios Garrigues in Spain

Workday is also extending this commitment beyond its customer and partner ecosystem to help more people access opportunities in a changing world of work. The Workday Foundation supports an international network of employment-focused partners. This includes EMEA-based Citizens Advice Milton Keynes, DUO for a JOB, Generation, Jobcare, Open Doors Initiative and more.

About Workday
Workday operates at the heart of the enterprise – HR, finance, and IT – where the margin for error is effectively zero. By tightly coupling AI with the context, guardrails, and trusted processes that run the business, Workday goes beyond AI that assists with work to agents that are capable of driving measurable outcomes. More than 11,500 organisations worldwide, including more than 65% of the Fortune 500, trust Workday to deliver. For more information about Workday, visit workday.com.

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Forward-Looking Statements
This press release contains forward-looking statements including, among other things, statements regarding Workday's plans, beliefs, and expectations. These forward-looking statements are based only on currently available information and our current beliefs, expectations, and assumptions. Because forward-looking statements relate to the future, they are subject to inherent risks, uncertainties, assumptions, and changes in circumstances that are difficult to predict and many of which are outside of our control. If the risks materialise, assumptions prove incorrect, or we experience unexpected changes in circumstances, actual results could differ materially from the results implied by these forward-looking statements, and therefore you should not rely on any forward-looking statements. Risks include, but are not limited to, risks described in our filings with the Securities and Exchange Commission ("SEC"), including our most recent report on Form 10-Q or Form 10-K and other reports that we have filed and will file with the SEC from time to time, which could cause actual results to vary from expectations. Workday assumes no obligation to, and does not currently intend to, update any such forward-looking statements after the date of this release, except as required by law.

Any unreleased services, features, or functions referenced in this document, our website, or other press releases or public statements that are not currently available are subject to change at Workday's discretion and may not be delivered as planned or at all. Customers who purchase Workday services should make their purchase decisions based upon services, features, and functions that are currently available.

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